

Target Market Determination

Product**hummm****Issuer (we, us, our)**

Once Credit Pty Ltd ABN 99 112 319 632

Target Market Determination version dated18th November 2025

This target market determination (**TMD**) sets out the consumers for whom **hummm** is designed, the distribution conditions, and the ongoing review process to ensure the target market and distribution conditions remain appropriate.

This TMD is general in nature and is not intended to be financial advice. Consumers should consider prior to applying for **hummm** whether it is appropriate for their likely objectives, financial situation and needs. Please refer to the product Terms and Conditions and our Credit Guide available at www.hummmloan.com for more information.

Key product attributes

hummm is a flexible personal loan that allows individuals to access unsecured credit for approved personal purposes such as (but not limited to) debt consolidation, home improvements, major household and health related purchases. The following are key features of **hummm**:

- loan terms between 3 and 120 months may be available, with longer terms within that range generally available for larger loan amounts
- automatic direct debit for regular repayments, with the ability for borrowers to make additional payments from time to time without additional fees or charges
- fixed interest rate for the term of the loan (if interest is applicable) (which can include different fixed rates for specific promotional periods)
- loan amounts from \$1 up to \$50,000.00 may be available
- interest and fees are generally chargeable (refer to www.hummmloan.com for details) and
- the loan and repayments are managed through an app and online portal.

The loan amount and loan term may impact the interest (if applicable), fees and charges payable for **hummm**.

Not all loan amounts and loan terms are available through all distribution channels. The availability of specific options may be subject to the distribution channel and is subject to our approval. The availability of certain loan amounts and terms is typically dependent on the loan purpose and the arrangements our accredited introducers may have in place with us.

Target Market

Description of target market

hummm is designed for a class of consumers whose likely needs, objectives and financial situation are aligned with the key product attributes identified above.

The effective target market for a particular distribution channel is limited to the sub-market for which the available features of **hummm** are likely to be appropriate.

Eligibility Requirements	hummm is designed for consumers who meet the following Eligibility Requirements: • are 18 years of age or older • have a suitable source of income • meet our credit assessment criteria • satisfy our identity verification processes • permanently reside in Australia with an Australian residential address • have a valid mobile number and email address.
Needs & objectives	hummm is designed for consumers with the following objectives and needs: - require an unsecured loan for approved personal purposes with the ability to spread repayments over a fixed term (terms between 3 and 120 months may be available) - seek the certainty of fixed repayments (which can include different repayments during promotional periods) - value the flexibility to make additional repayments or repay the loan early without additional fees or charges, and - are comfortable managing their loan through an app or online portal.
Financial situation	Consumers who have the financial capacity to make the required repayments (principal, interest (if applicable), and fees) under the loan without substantial financial hardship, as assessed through our credit assessment criteria.

Excluded Consumers	hummm is not designed for consumers and may not be suitable for people (Excluded Consumers) who: • do not satisfy each Eligibility Requirement • want repayment terms less than 3 months or greater than 120 months • seek a loan with a redraw function • are not comfortable managing their loan online or through an app • want to use an asset as security for the loan, or • may find it difficult to make their loan repayments or have not demonstrated the capacity to meet their financial obligations under the loan without substantial hardship.
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Assessment of appropriateness

We have assessed that **hummm** is likely to be consistent with the objectives, financial situation and needs of consumers in the target market because the product's key attributes enable consumers in the target market to satisfy their needs and realise their objectives at a reasonable cost.

Distribution Conditions

Description of distribution conditions

Distribution channels	hummm is distributed only through the following channels: • directly by us to consumers through online application via digital channels (website or mobile app), • by accredited introducers (including retailers and brokers) using the hummm online portal in-person, online, or other remote means, and • by accredited introducers (including retailers and brokers) via online and / or point of sale integration.
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Distribution conditions	All applications are made using our systems, regardless of the distribution channel used, which ensures we collect the required customer information to determine whether the consumer meets the Eligibility Requirements, including our credit assessment criteria. Not all loan amounts and loan terms are available through all distribution channels. The availability of certain loan amounts and terms is typically dependent on the loan purpose and the arrangements our accredited introducers may have in place with us. Only consumers that meet the Eligibility Requirements can be approved by us. We reject applications that do not meet the Eligibility Requirements irrespective of distribution channel. Consumers have access to information about hummm before and during the application to help them understand the product attributes and consider if it meets their objectives and needs. All accredited introducers (such as retailers and brokers) must complete our mandatory training before being accredited to distribute hummm. By training our accredited introducers, we are ensuring they: • understand the features of hummm and its target market, and • can assist potential customers in understanding product features and assist with the application process.
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Assessment of appropriateness

The distribution channels and distribution conditions are appropriate to direct the distribution of

hummm to its target market because:

- the product is relatively simple to understand
- our accredited introducers have been trained by us to understand their obligations in relation to the target market, and some distributors are required to make enquiries of the customer as to the Eligibility Requirements (other than our credit assessment criteria) before an application is completed, and
- completed applications for **hummm** can only be approved by us, and our approval system has controls in place so that applicants who do not satisfy the Eligibility Requirements will not be approved for a **hummm**.

TMD & Product Review

Review Periods

Annual periodic reviews	Within 12 months of the published date. Subsequent reviews are conducted within 18 months of the previous review date.
Trigger review	Within 10 business days of the identification of a review trigger (see below) being met.

Review Triggers

We continuously monitor the performance of **hummm** against a range of review triggers. These triggers provide an indicator where the TMD may no longer be appropriate. We will review this TMD where we determine that one of the below triggers has occurred.

Consumer behaviour	Consumers who are late in making payments and fall into arrears (measured overall and specifically in the initial period after a purchase is made), exceed the applicable threshold.
Complaints & feedback	There are repetitive and/or systemic complaints about hummm or a feature of hummm . The number of complaints as a proportion of the number of open accounts, or the number of customers in external dispute resolution as a proportion of total complaints, exceed the applicable threshold. Feedback and complaints from our partner retailers and brokers are also monitored.
Material change	There is a material change to: - the design of the product or the terms and conditions of the product; or - distribution channels or conditions of the product, which suggest that the TMD may no longer be appropriate.
Distribution conditions	The distribution conditions and restrictions are found to be inadequate in ensuring that the product is only distributed to consumers who are likely to be in the target market.
Significant dealing	There is a significant dealing in the product outside the target market.
Change in law	There is a change in a relevant law or its application, a change in an applicable industry code or decision of a court of other body (including regulatory guidance) that materially affects the product.

Regulator direction	Any direction from ASIC which requires us to cease distribution of hummm .
Other	Any other event occurs, or information is received, that reasonably suggests this TMD is no longer appropriate.

Distribution Information Reporting Requirements

The following information must be provided to us by our **hummm** accredited introducers:

Type of information	Description	Reporting period
Specific complaints	Subject to availability, details of the complaint, including name and contact details of complainant and substance of the complaint.	As soon as practicable and within 5 business days of receipt of complaint.
General information about complaints	Number of complaints, originating channel and general feedback relating to the product and its performance.	Every 6-month reporting period.
Significant dealing(s): where the retail partner or broker identifies a significant dealing that is not consistent with the TMD	Date or date range of the significant dealing(s) and description of the significant dealing (e.g. why it is not consistent with the TMD).	As soon as practicable, and in any case within 10 business days after becoming aware.